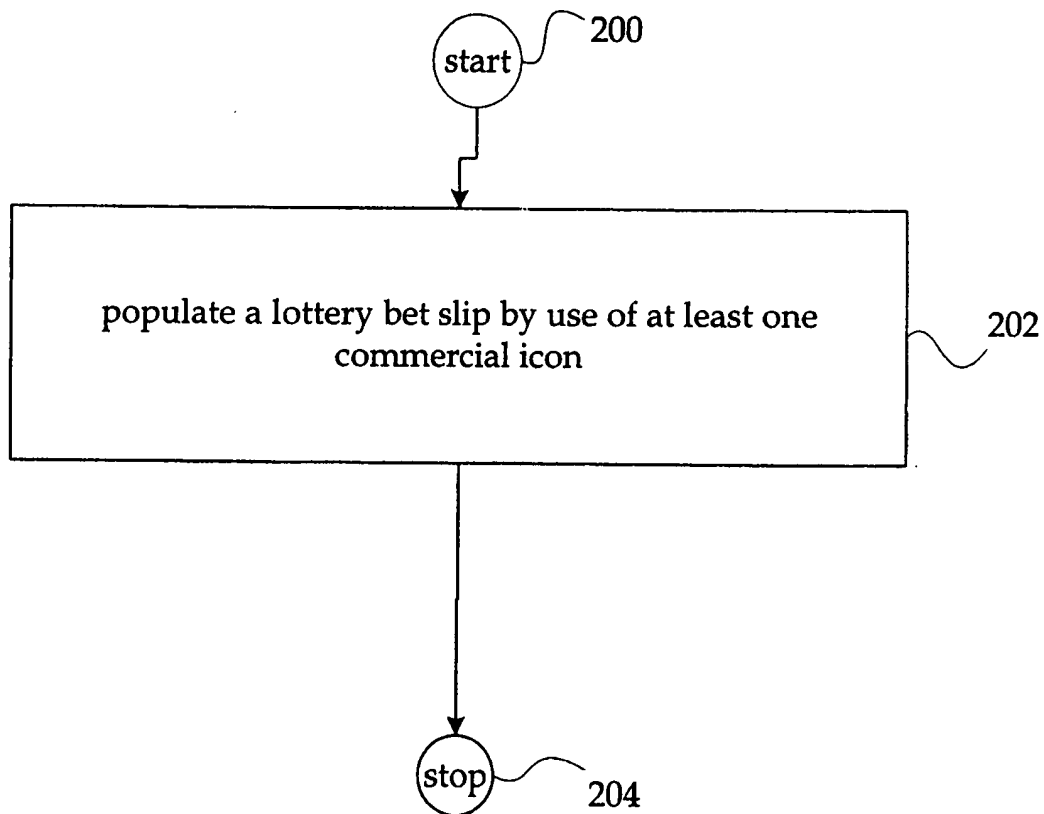


FIG. 1

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*FIG. 2*

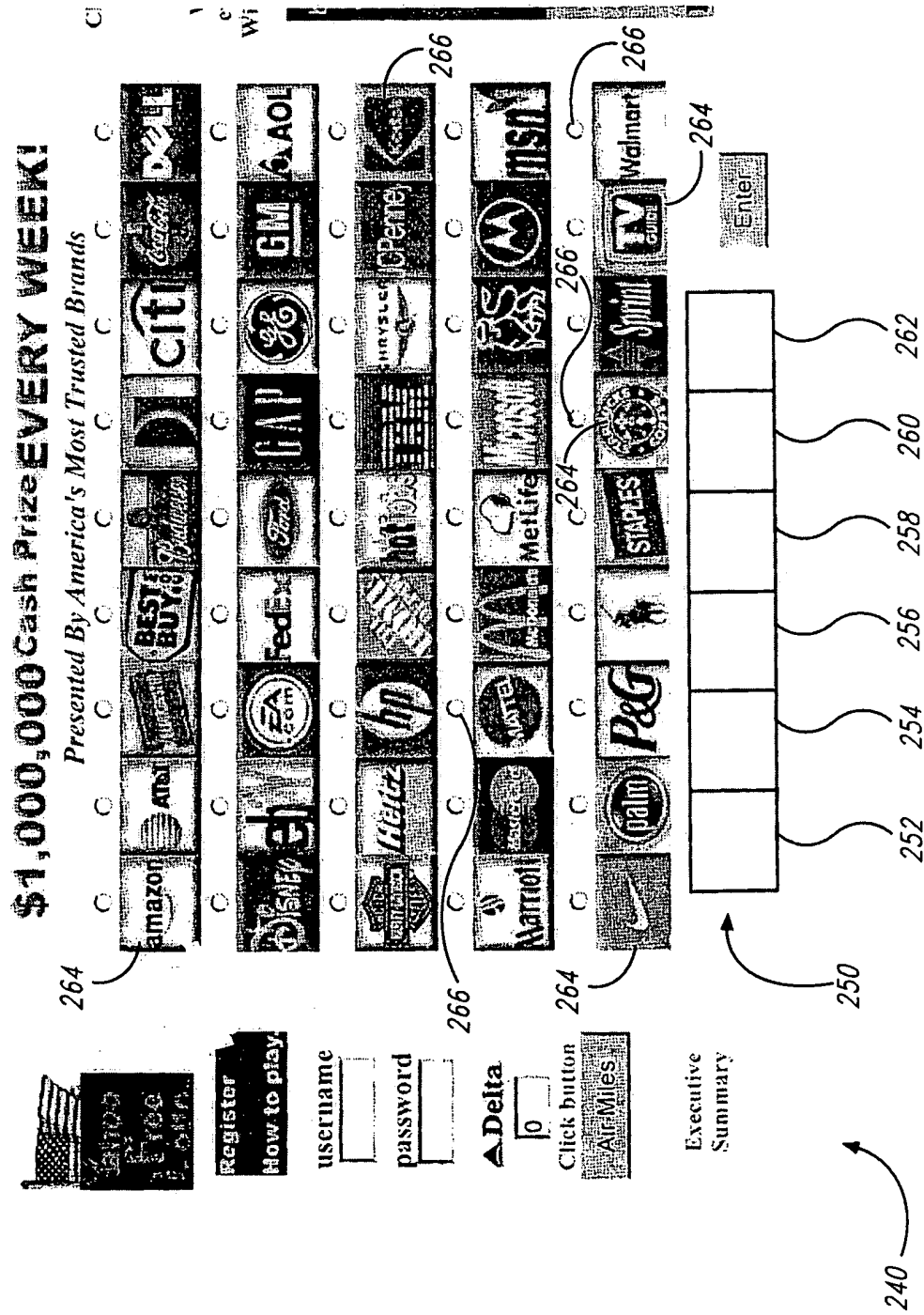


FIG. 2A

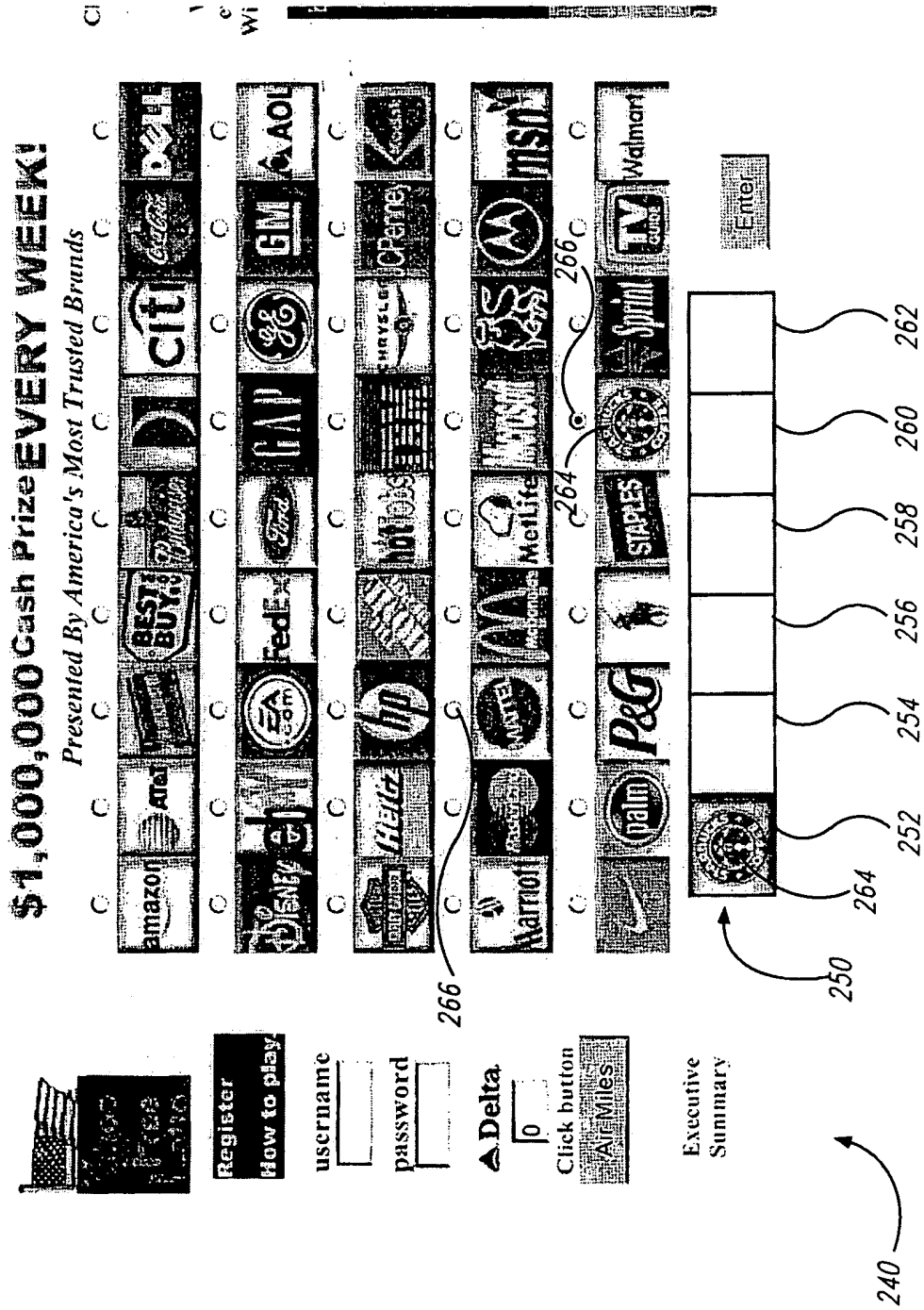


FIG. 2B

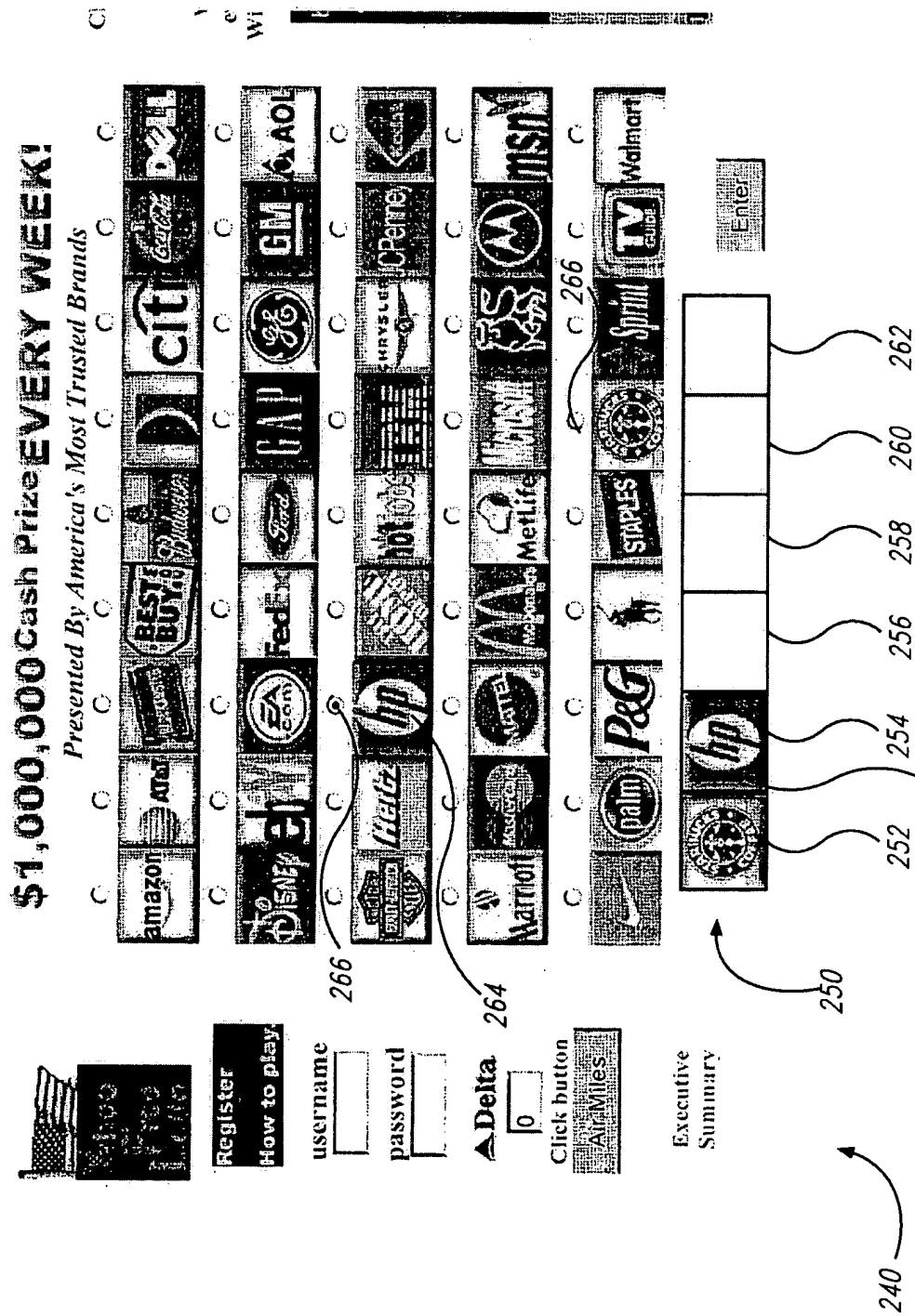


FIG. 2C

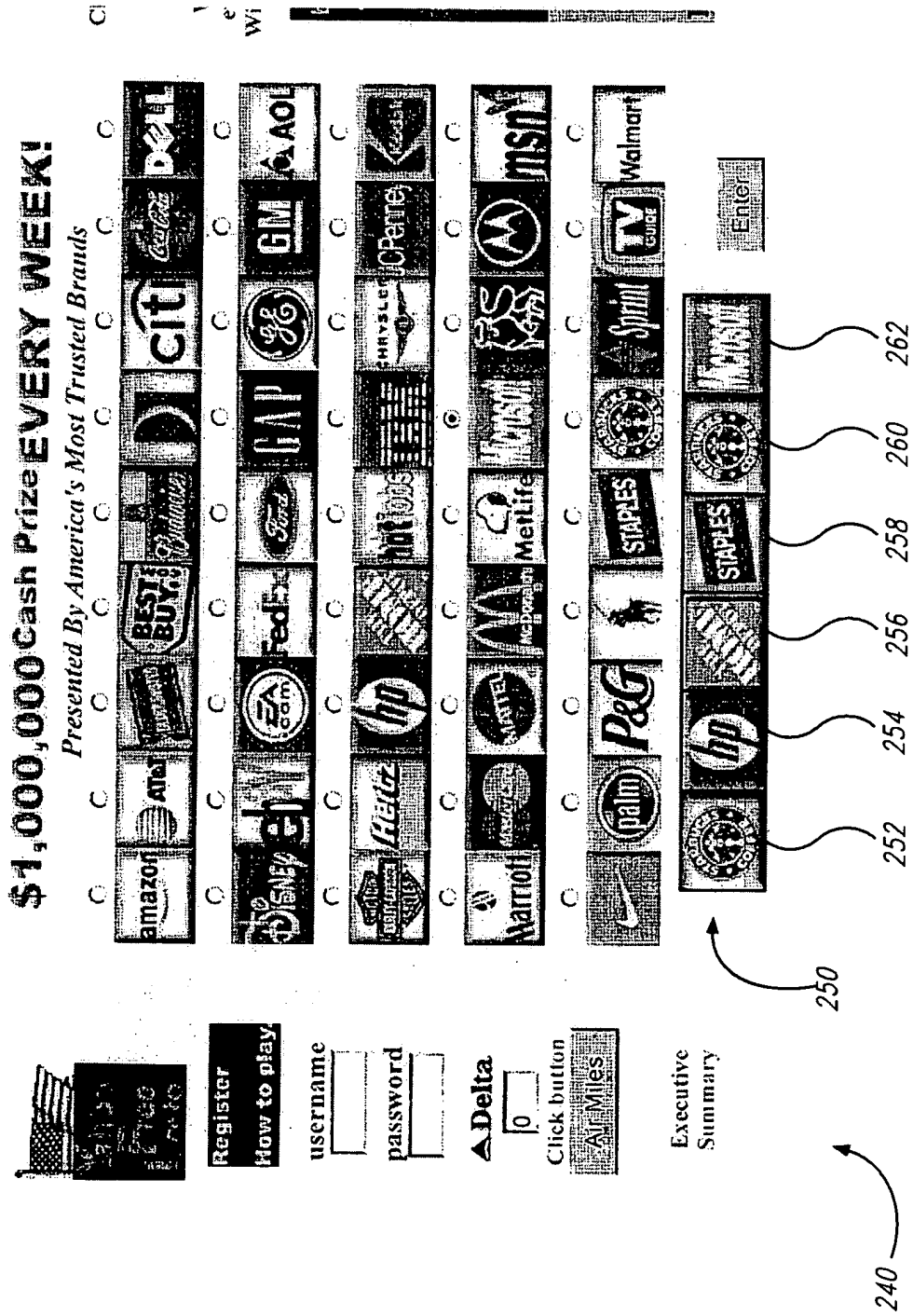


FIG. 2D

**FORD**  
**Free**  
**Lotto**  
**Register**  
How to Play  
 username   
 password   
**Mobil**  
  
 Click button

My Mobil Gas Miles  
 266  

 Executive Summary  
 CONTACT US

**Win a free car EVERY DAY, 365 cars a year!**


**PLAY FREE**  
**TOO BIG TO PRIZE**  
**Car**  
 Chosen Entries Displayed Below  

	MERCURY	Markinsizer

**ENTER**  
 Click any 4 logos per entry. Win Gas Miles with every entry!  
 Maximum 3 entries daily.  
**Winners**

FIG. 2E

**Win a free car EVERY DAY, 365 cars a year!**

**FORD**

**Free  
Lotto**

**Register**  
How to Play

username

password

**Mobil**

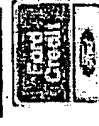
0

Click button



My Mobil Gas Miles

266



Executive  
Summary

CONTACT  
US

<input type="radio"/> VOLVO V40	<input type="radio"/> LINCOLN Blackwood	<input type="radio"/> FORD Z2	<input type="radio"/> FORD discovery	<input type="radio"/> FORD F-150	<input type="radio"/> FORD Crown Victoria	<input type="radio"/> MERCURY Cougar	<input type="radio"/> FORD Windstar	<input type="radio"/> VOLVO V70
<input type="radio"/> MERCEDES Miata	<input type="radio"/> FORD Taurus	<input type="radio"/> MERCURY Sable	<input type="radio"/> FORD Focus	<input type="radio"/> JAGUAR S-Type	<input type="radio"/> LINCOLN Town Car	<input type="radio"/> MERCEDES Protege	<input type="radio"/> FORD Mustang	<input type="radio"/> MERCEDES Tribute
<input type="radio"/> FORD Escape	<input type="radio"/> FORD Explorer	<input type="radio"/> JAGUAR X-Type	<input type="radio"/> VOLVO Cross Country	<input type="radio"/> MERCURY Grand Marquis	<input type="radio"/> FORD Thunderbird	<input type="radio"/> ASTON MARTIN Vantage	<input type="radio"/> FORD Freelanders	<input type="radio"/> MERCEDES S-Class
<input type="radio"/> VOLVO S80	<input type="radio"/> MERCEDES MPV	<input type="radio"/> FORD Excursion	<input type="radio"/> FORD Ranger	<input type="radio"/> LINCOLN Navigator	<input type="radio"/> JAGUAR XJ Series	<input type="radio"/> FORD Econoline	<input type="radio"/> FORD Sport Trac	<input type="radio"/> MERCURY Villager
<input type="radio"/> MERCEDES	<input type="radio"/> MERCEDES	<input type="radio"/> ASTON MARTIN	<input type="radio"/> FORD	<input type="radio"/> MERCEDES	<input type="radio"/> VOLVO C70	<input type="radio"/> JAGUAR	<input type="radio"/> LINCOLN	<input type="radio"/> LINCOLN

264

**PLAY FREE**



Chosen Entries  
Displayed below

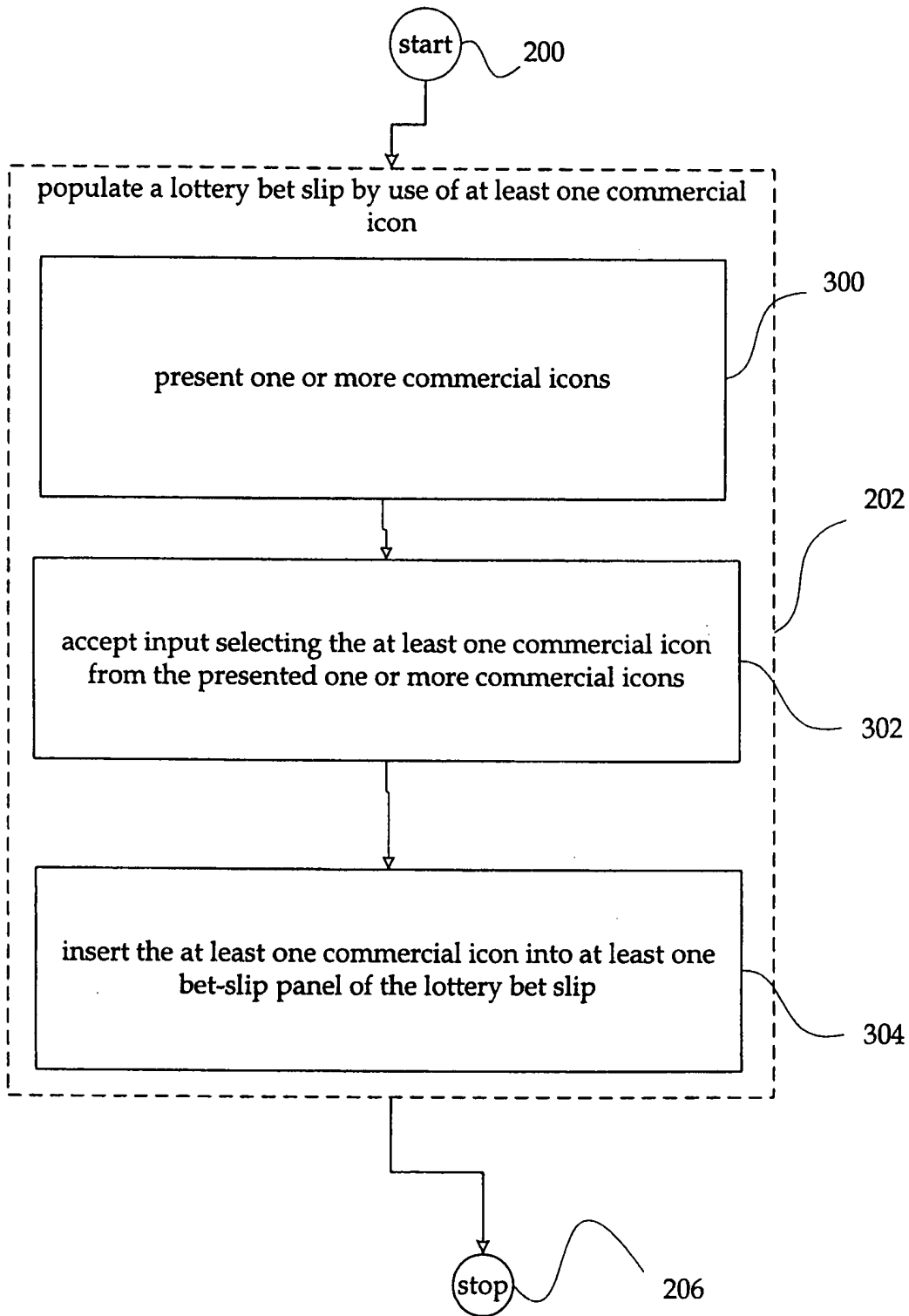
<input type="radio"/> MERCURY Mountaineer
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>



Click any 4  
logos per  
entry. Win  
Gas Miles  
with every  
entry!  
Maximum 3  
entries daily.  
**Winners**

FIG. 2F





*FIG. 3*

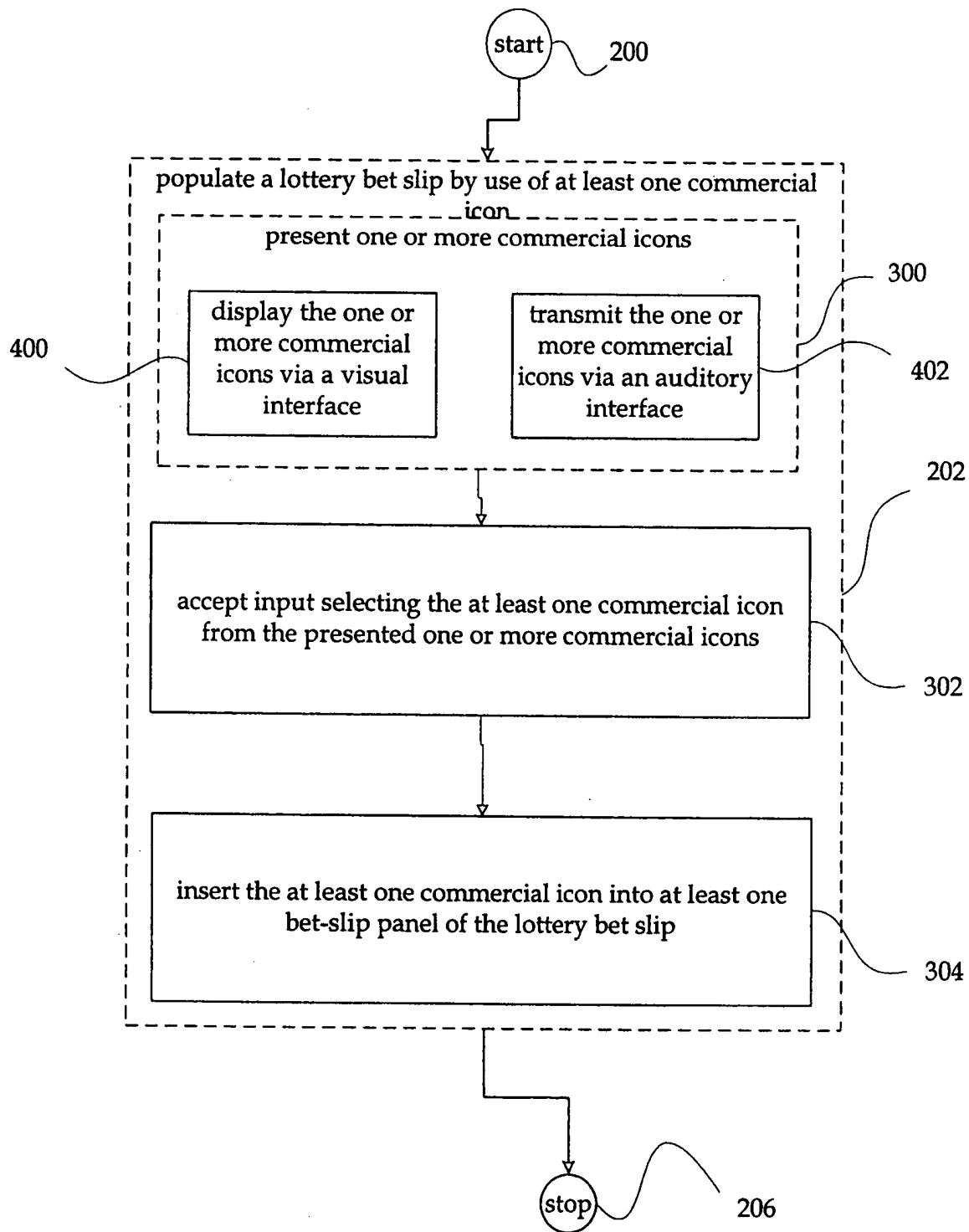


FIG. 4

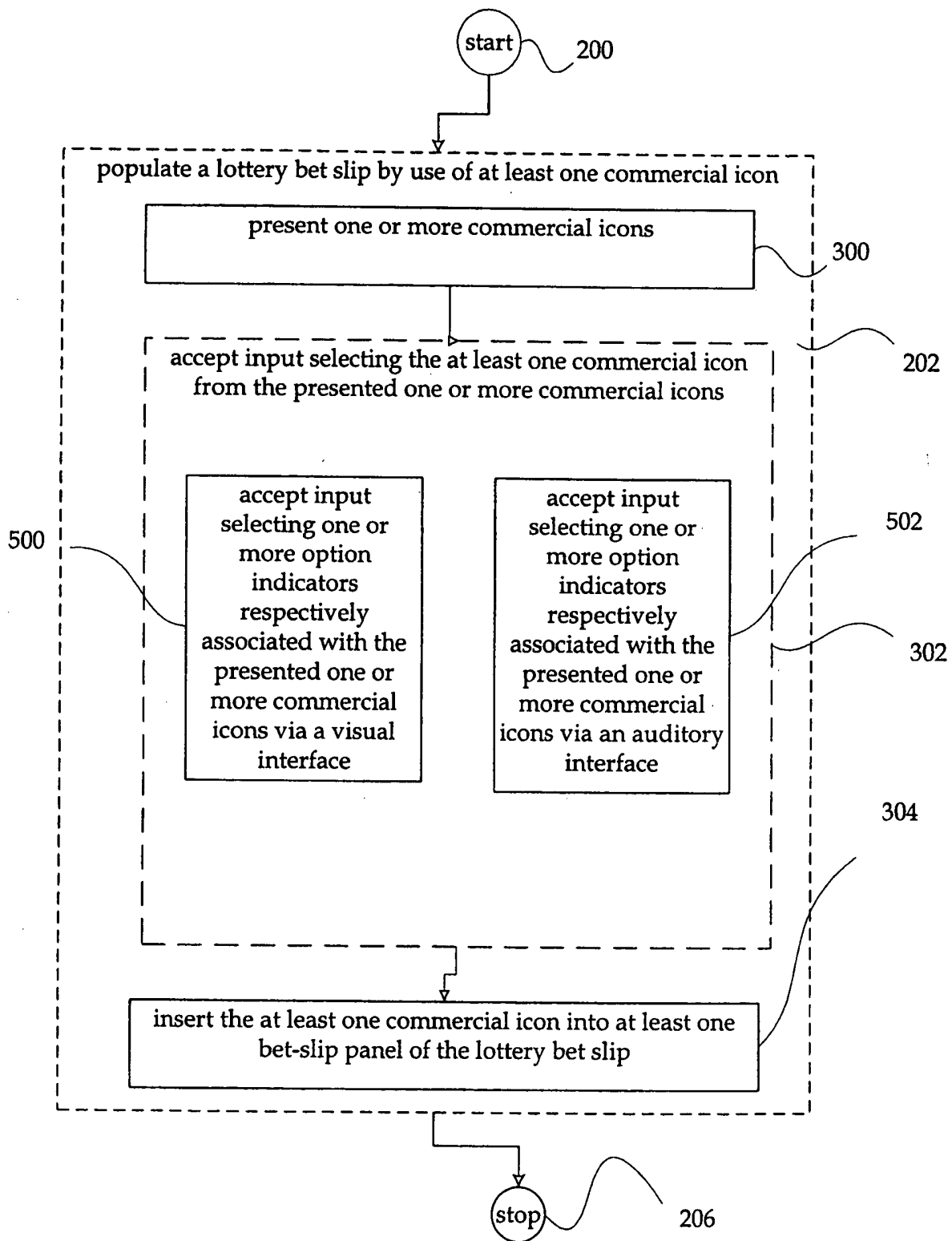
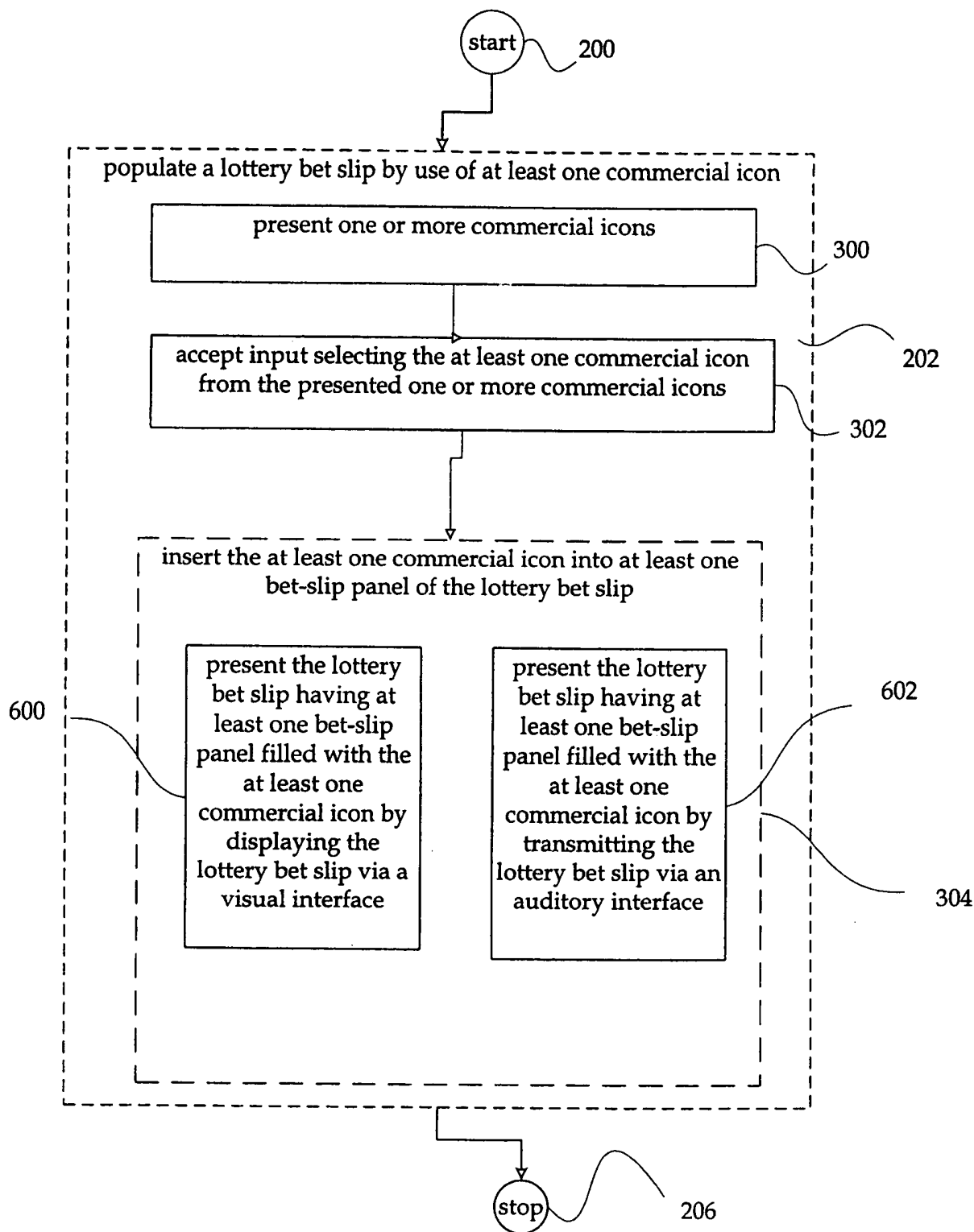
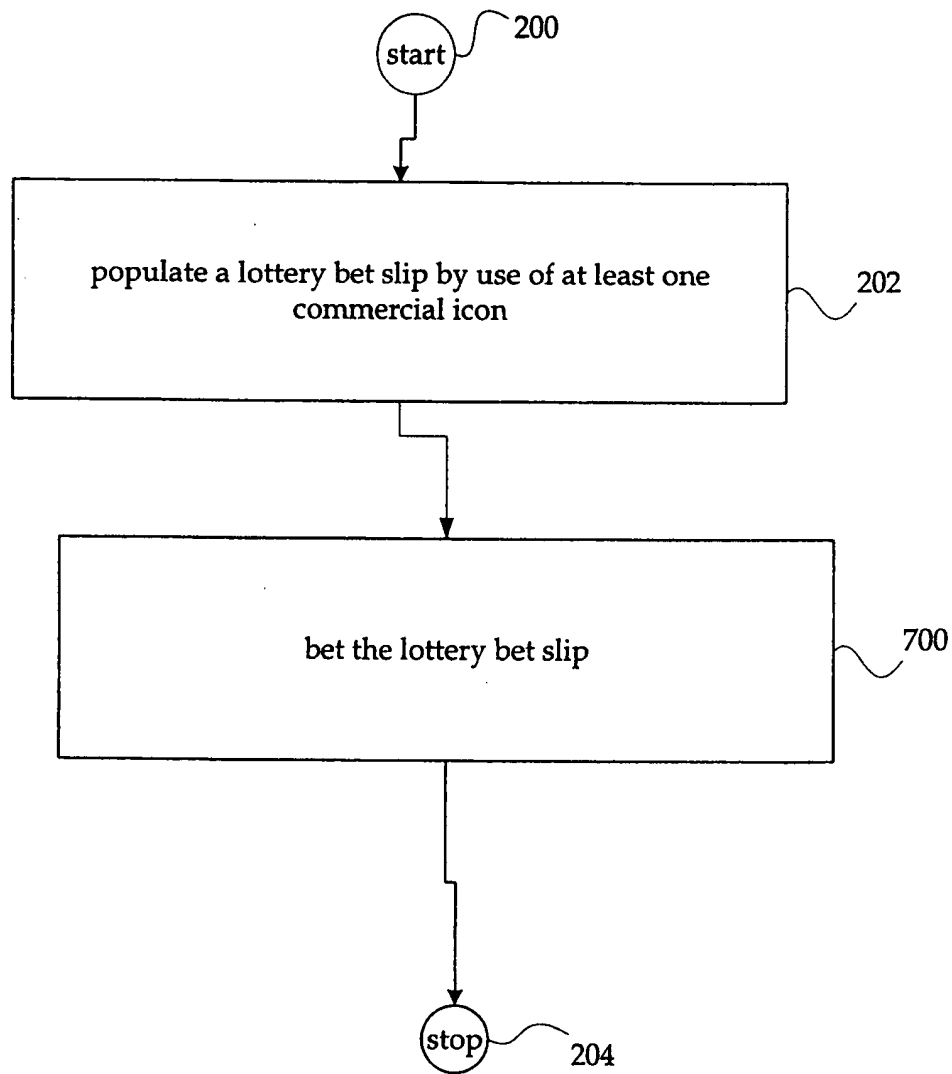


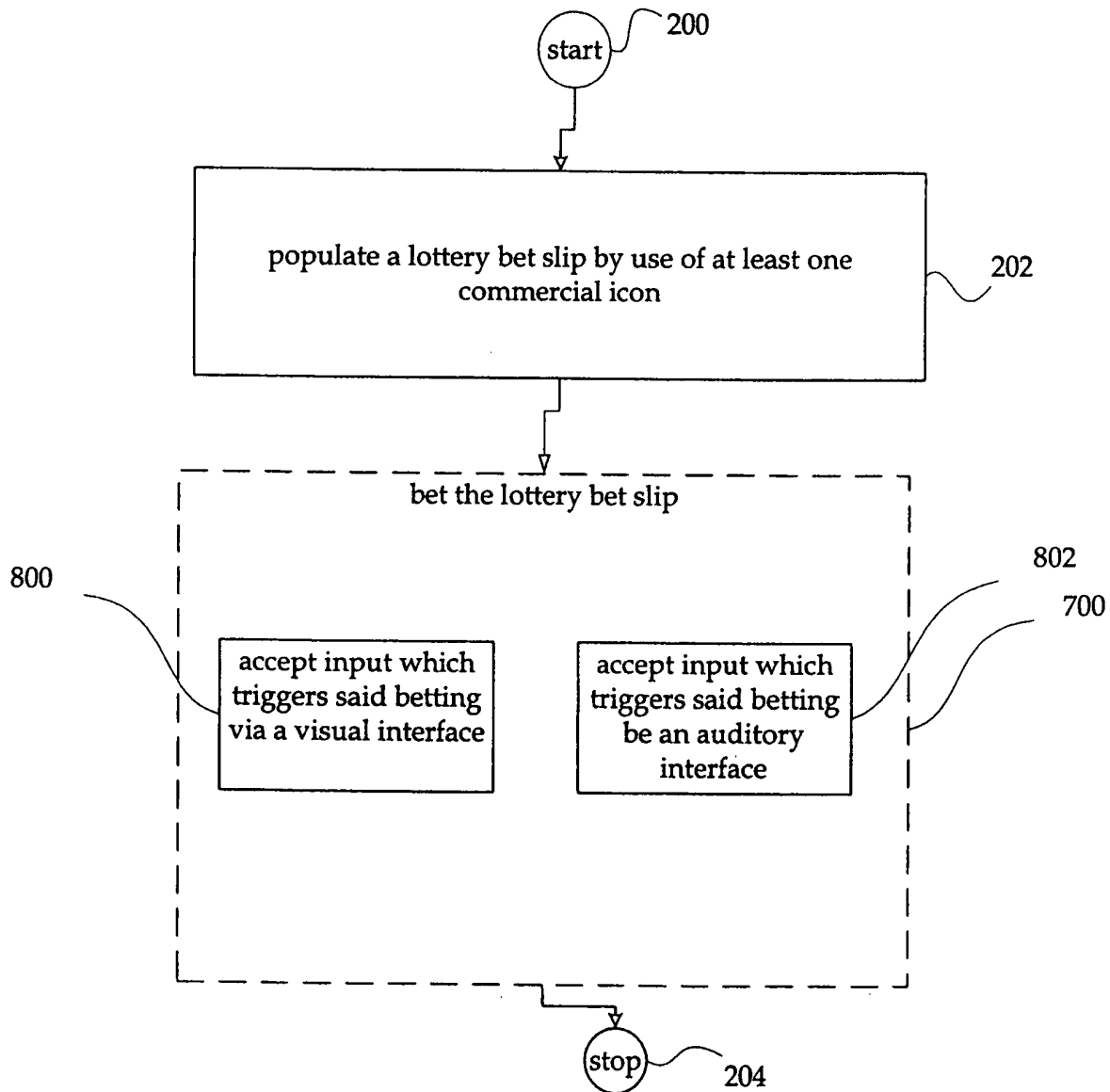
FIG. 5



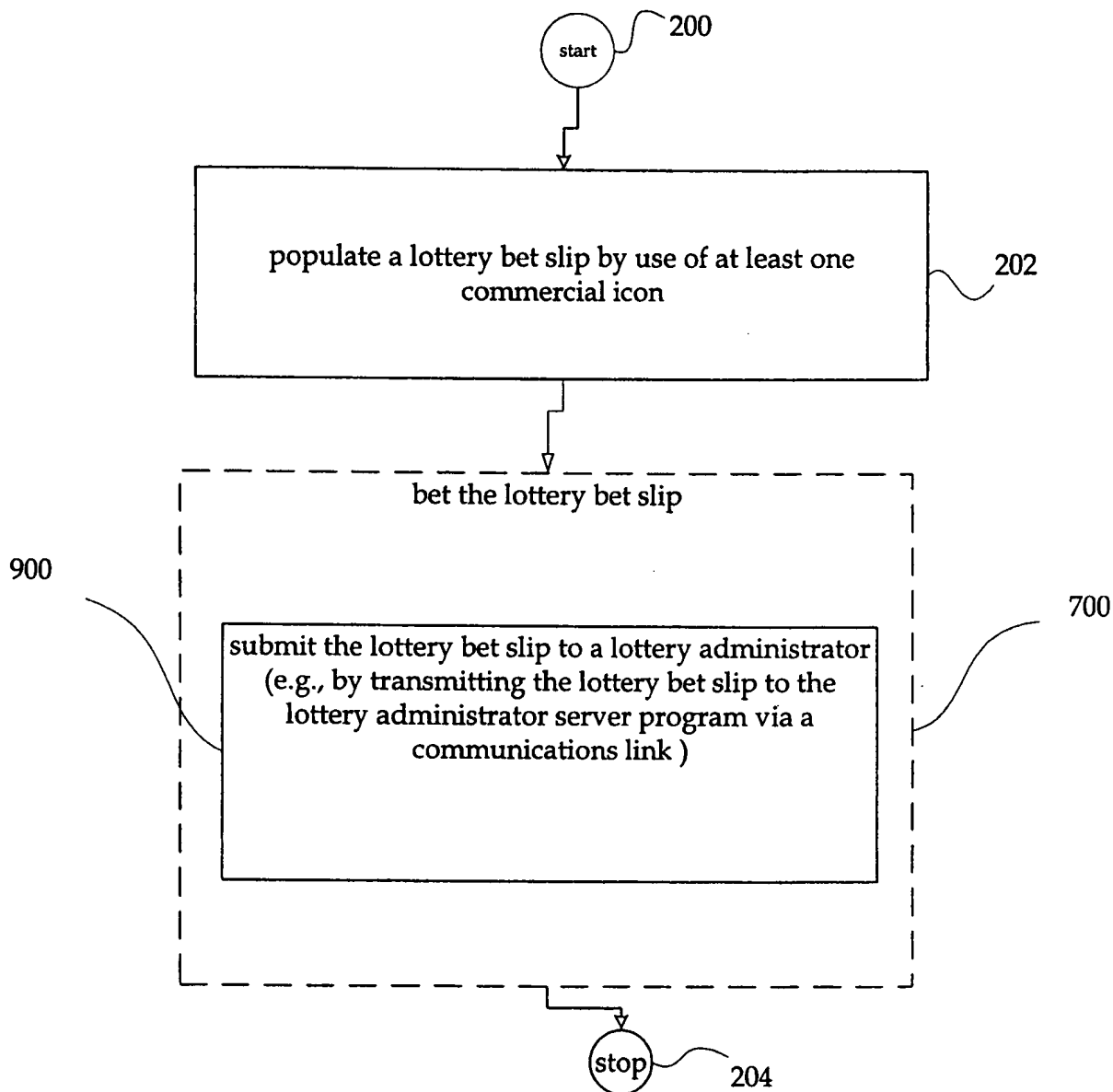
*FIG. 6*



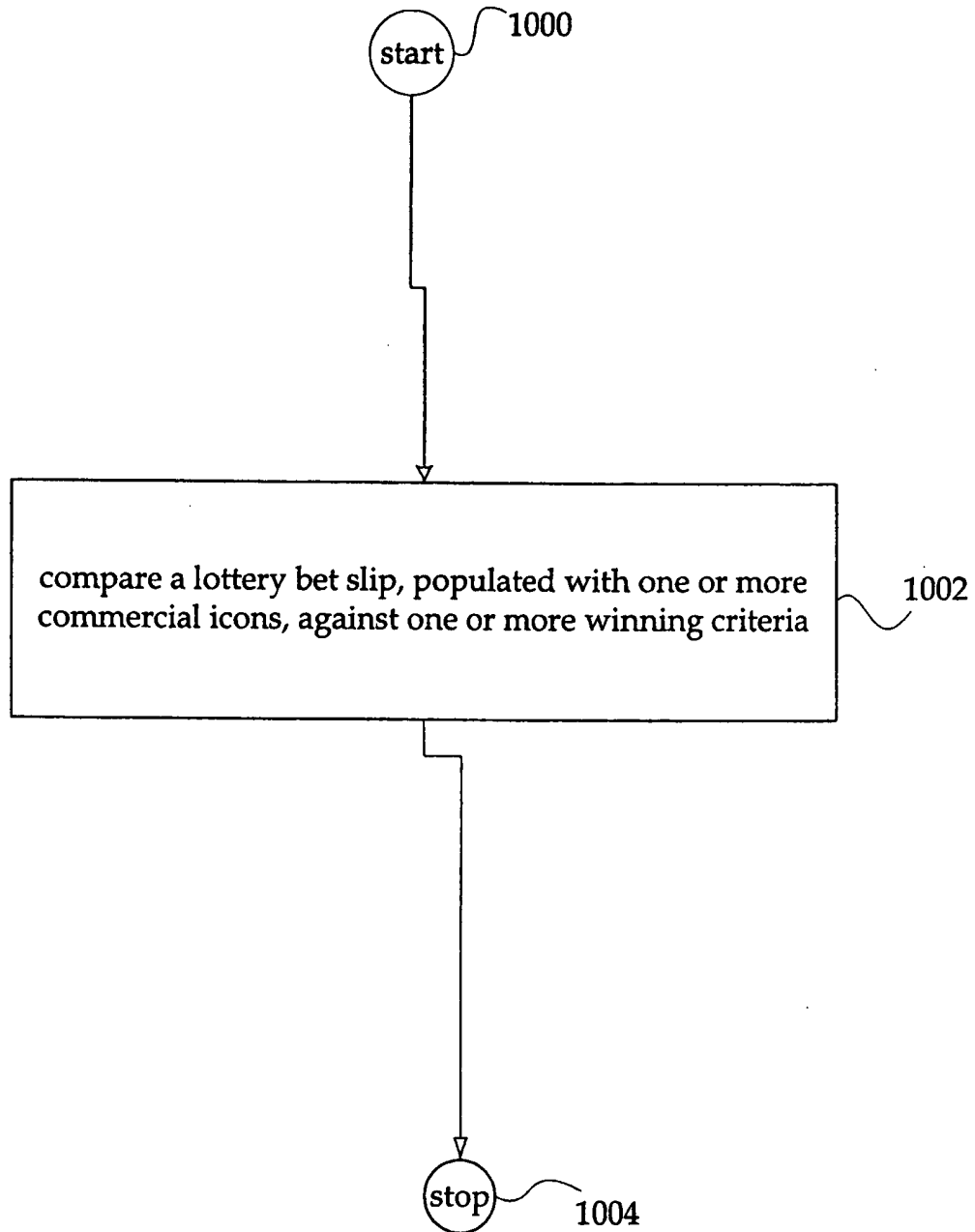
*FIG. 7*



*FIG. 8*

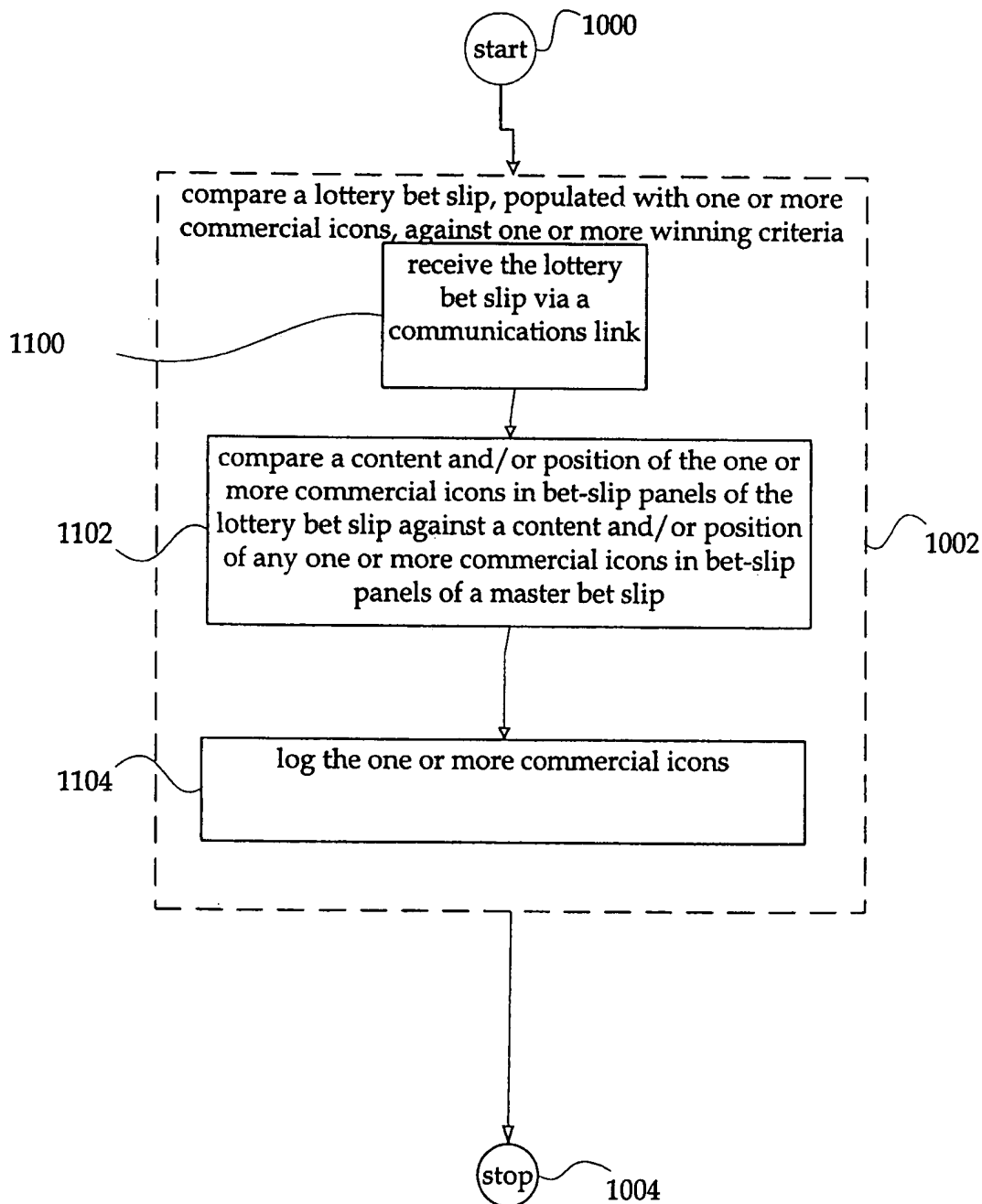


*FIG. 9*

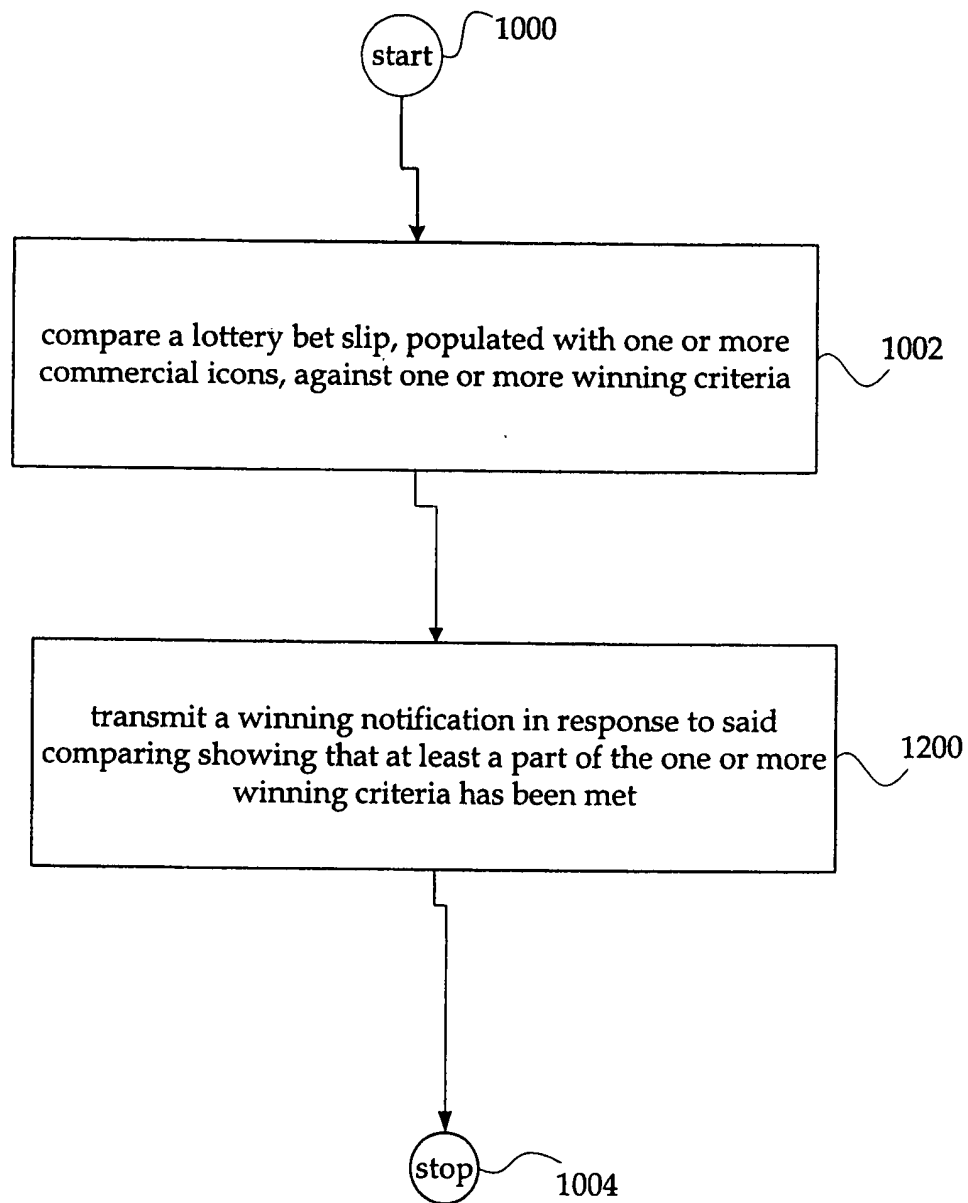


*FIG. 10*

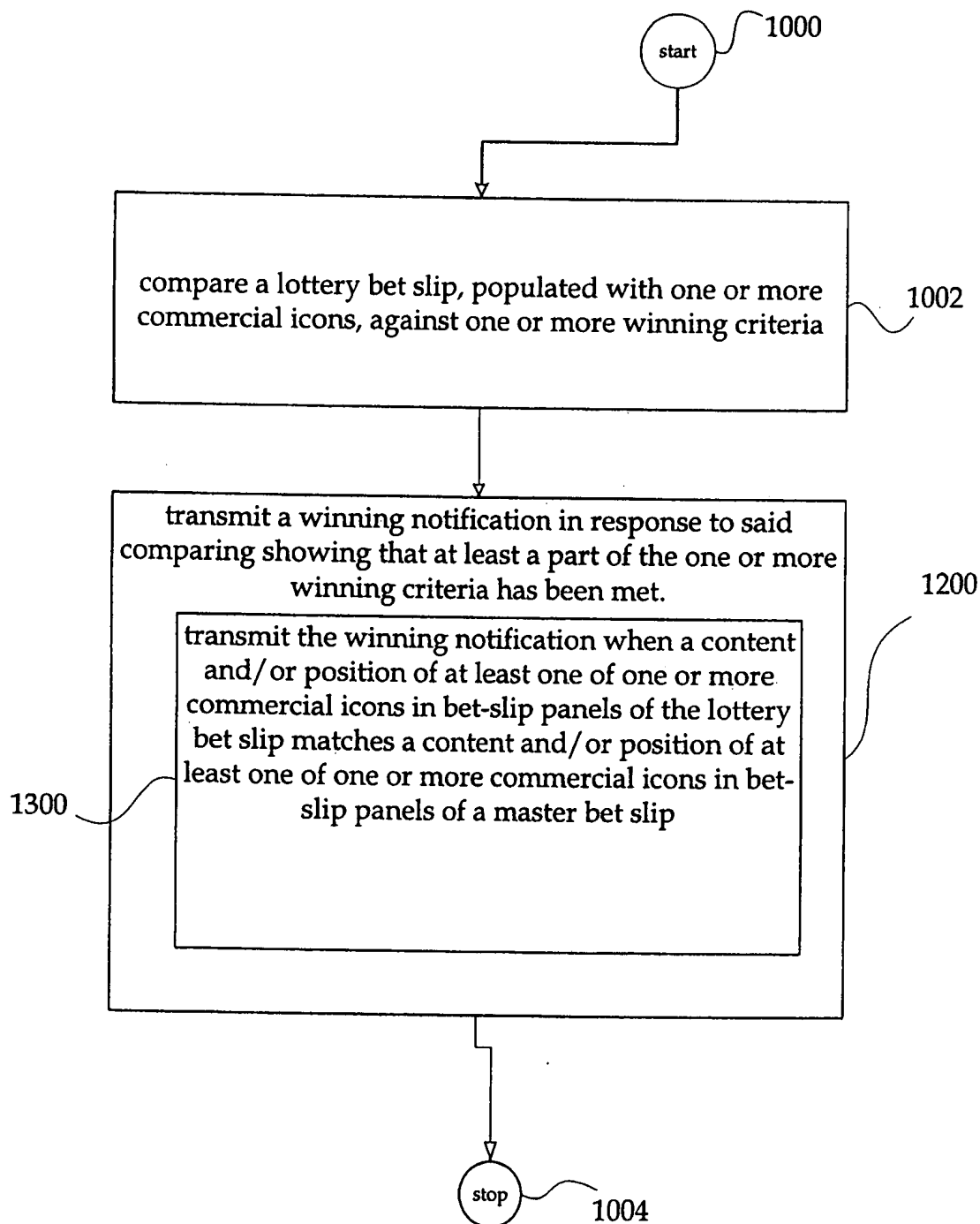




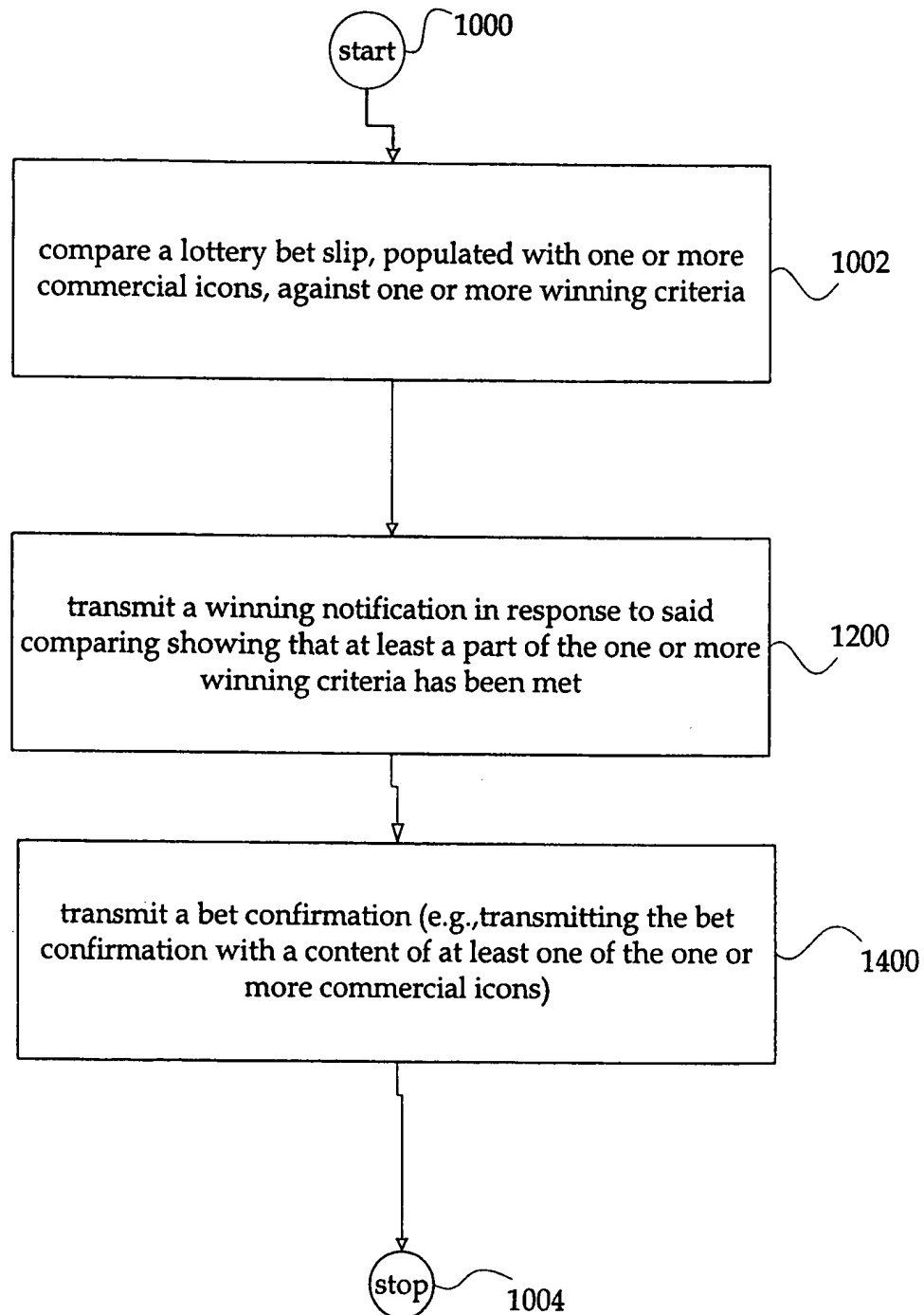
*FIG. 11*



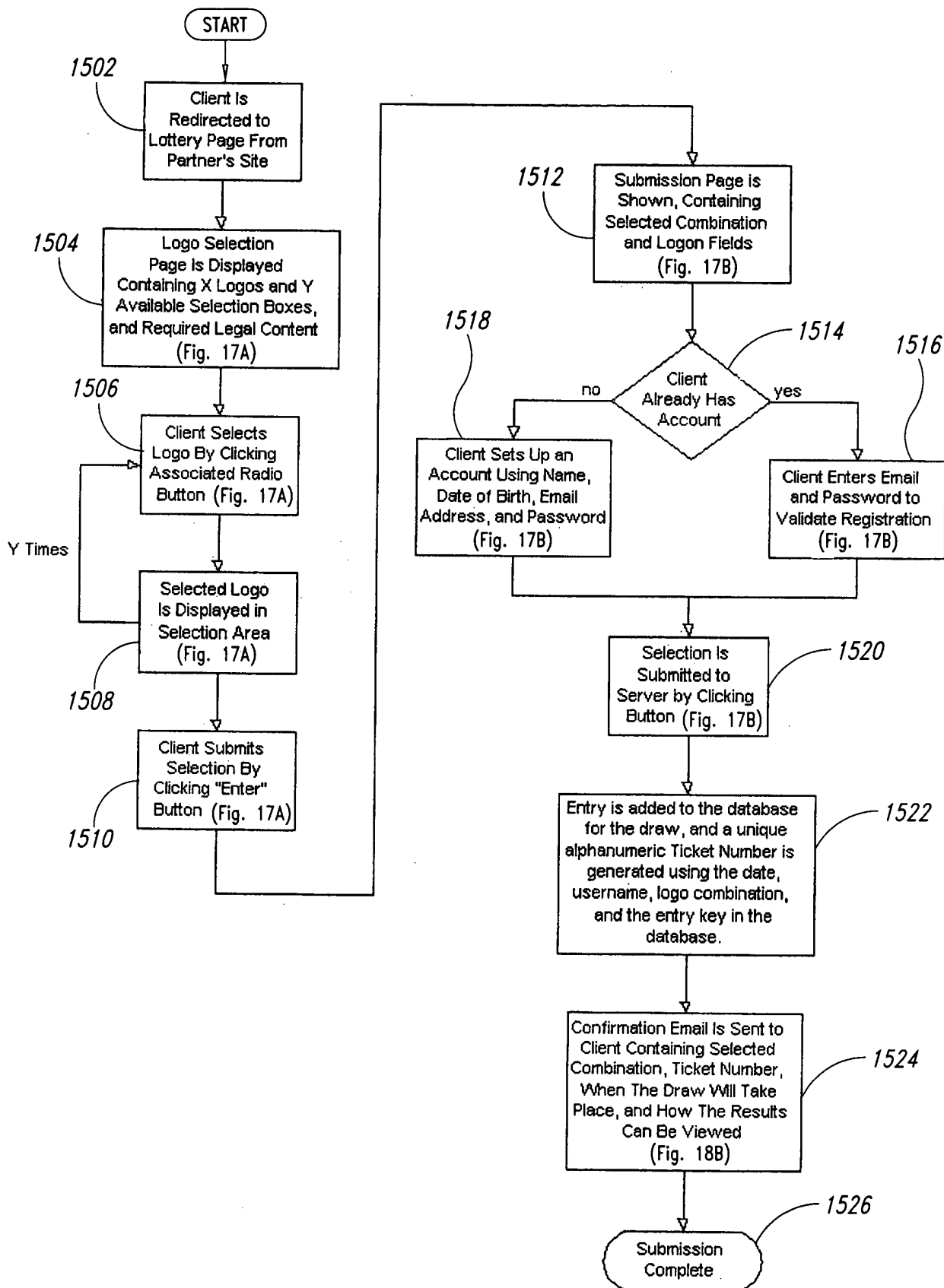
*FIG. 12*



*FIG. 13*



*FIG. 14*



**FIG. 15A**    Logo Lotto Entry Process Flow

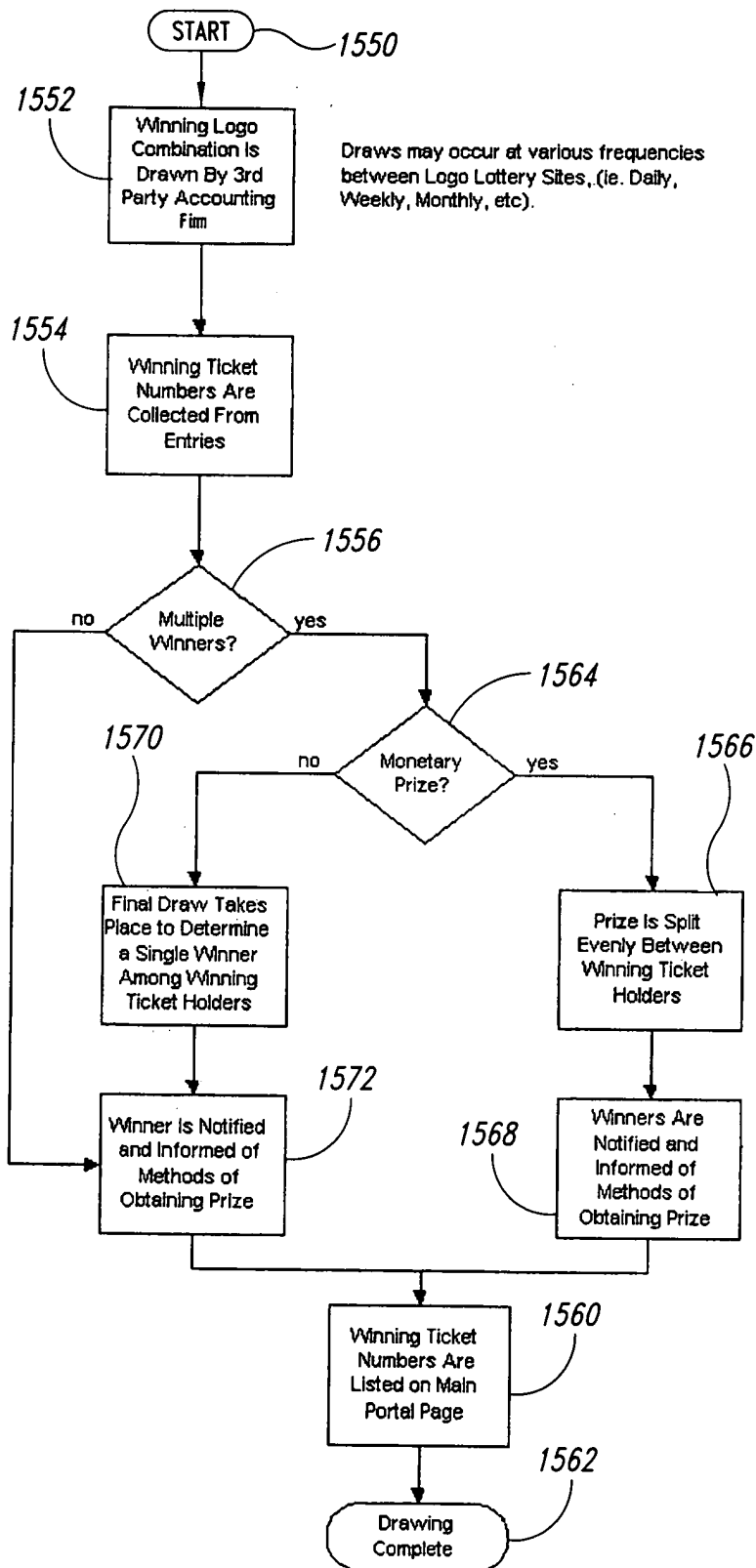
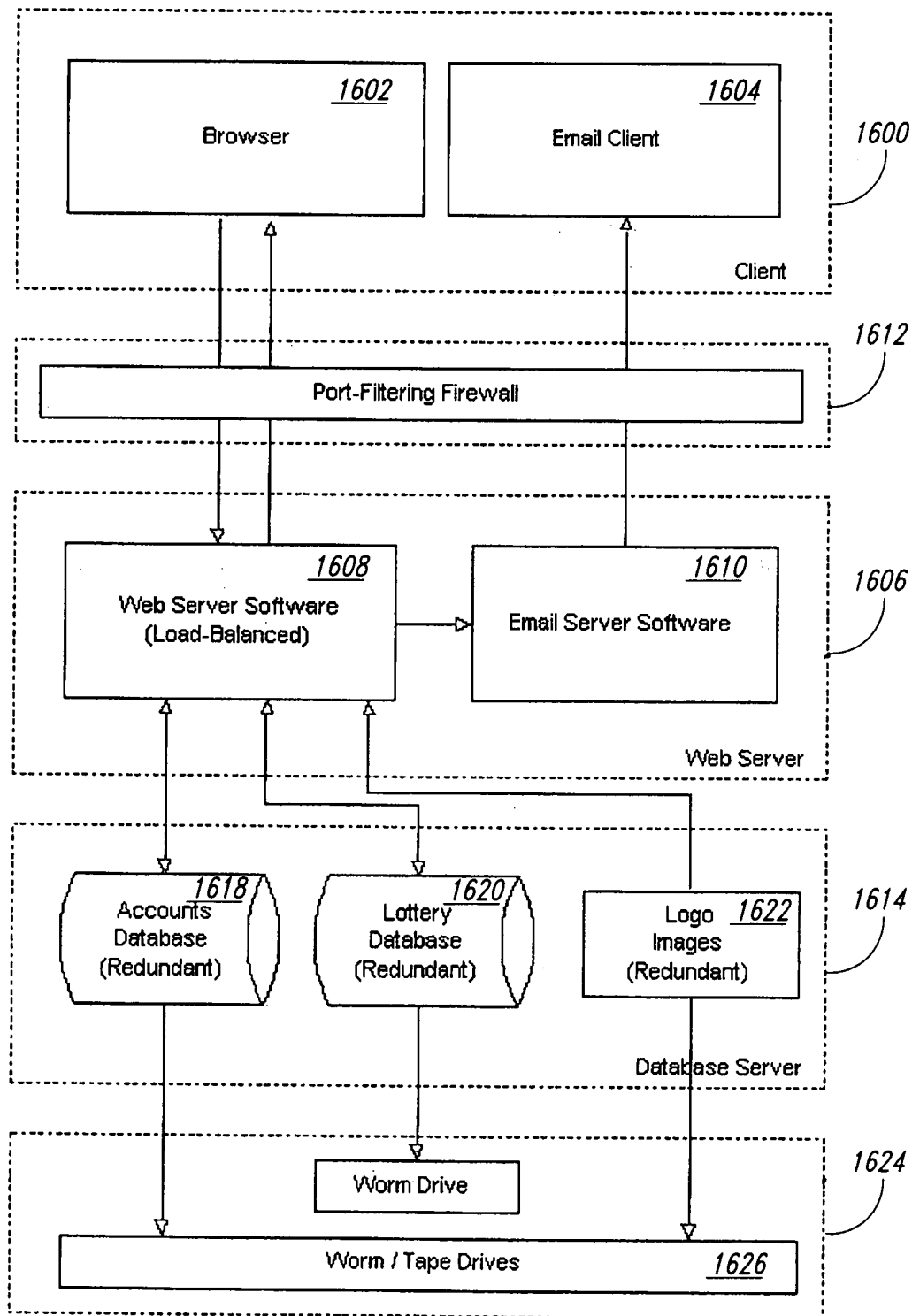


FIG. 15B

Logo Lotto Drawing Process Flow



Logo Lotto Components

FIG. 16

Draw Frequency    Brought To You By ...    Last Winnings

Dynamic Content for Advertising

Draw Date    Lotto Number

Current Prize

1702    1702

1704    1704

1700

1710    1712    1714    1716    1718

1720

1706

Legal Content

Logo Lotto Entry Page

1708

Clicking a Logo Pops Up an Adspot

FIG. 17A

Dynamic Content for Advertising

1712    1716    1720

1710    1714    1718

Existing Account

Email    1706

Password

Submit    1752

New Account

Name

Date of Birth

Email

Password

Confirm Password

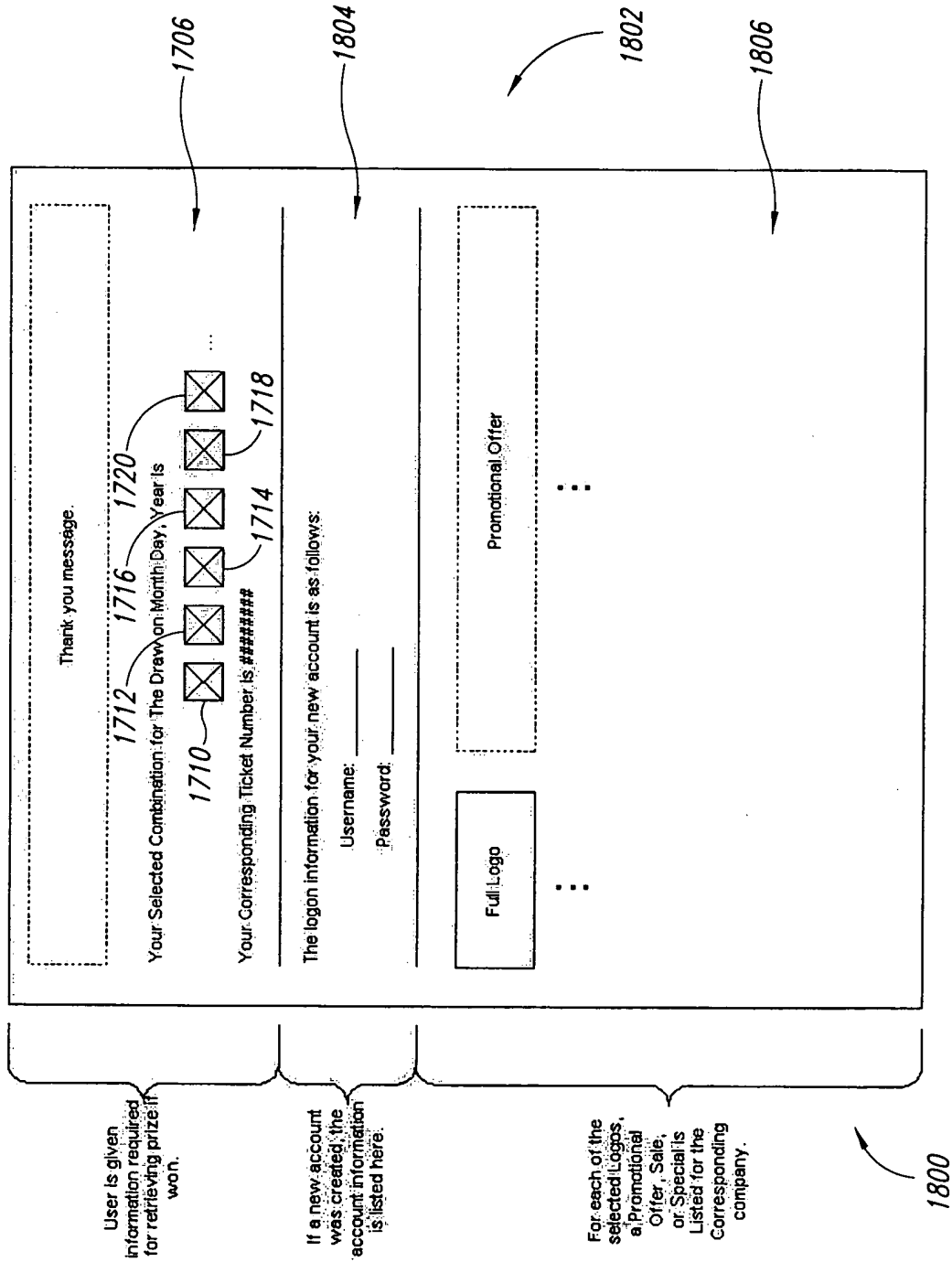
Submit    1752

Logo Lotto Submission Page

1750

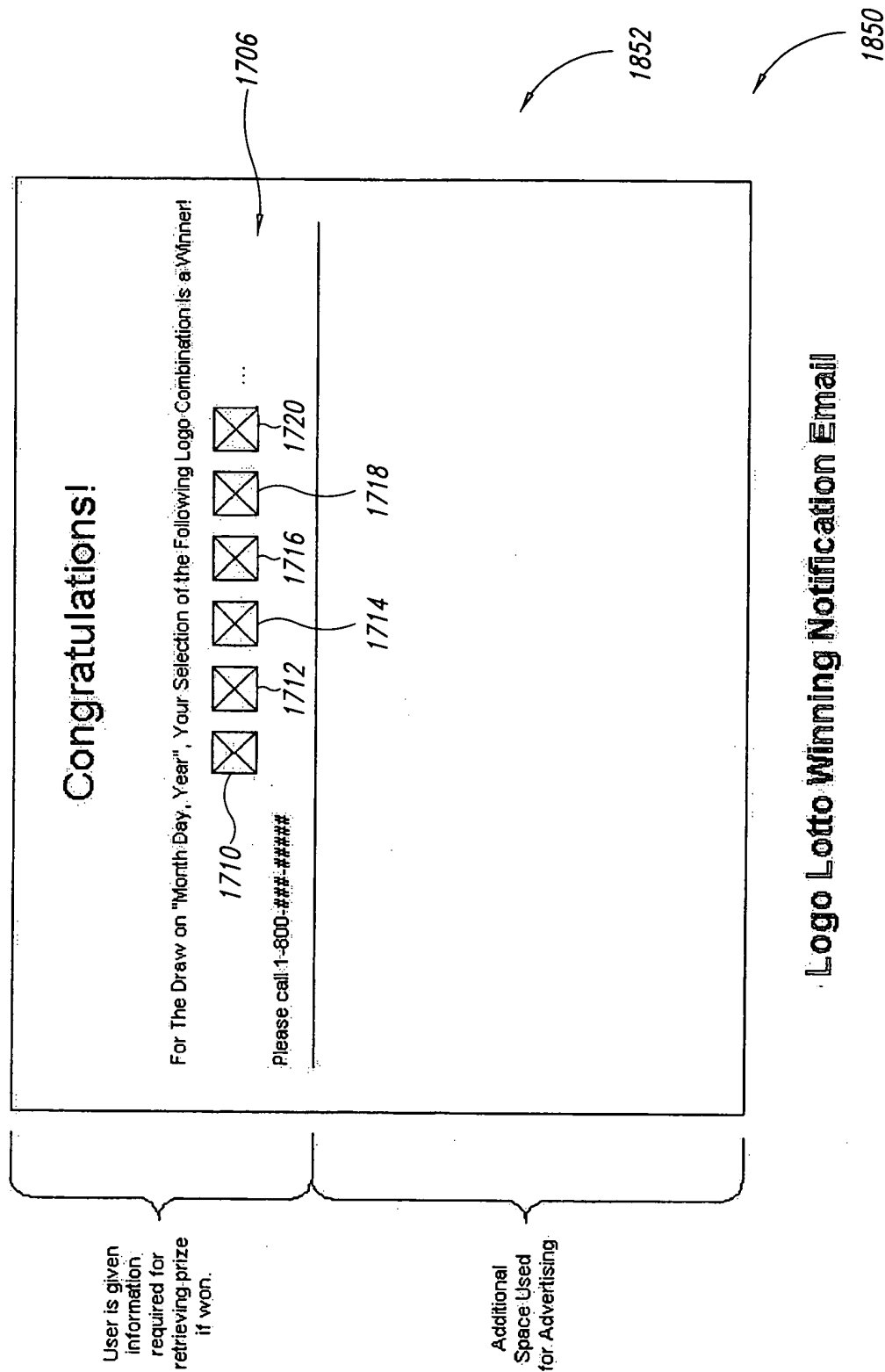
FIG. 17B





Logo Lotto Confirmation Email

FIG. 18A



*FIG. 18B*

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